



nexus   
TRAINING SOLUTIONS



## We will give you the business

At NEXUS, our business is built on ideas. Our people need access to the latest ideas, innovation and insight to create solutions and programs that enable our clients to out-think and out-execute the competition—and ultimately achieve and sustain high performance.

We focus on research and development to help stay relevant to our clients and the marketplace. By tapping into the innovative work of our client teams—and leveraging the thought leadership and research coming out of our internal think tanks—we bring to our clients the best and boldest business thinking from across our global network.

We partner with the clients leaders to apply new thinking to their most challenging business problems. We also collaborate and network with leading academic institutions to bring fresh perspectives and insights to our research, and develop unique and differentiated offerings, as well as foster new client relationships.

As our clients look to NEXUS for breakthrough, strategic thinking on their journey to high performance, we will continue to leverage our best thinking from across our global network to help our clients turn insight into action...and deliver results.





NEXUS is a leading knowledge and skills provider with 10 years of experience for the founders in the education and training industry. NEXUS is specialized in providing groundbreaking strategies and proven technical expertise in both business functional areas and vertical markets – including management, marketing, sales, leadership, finance and HR.

Founded mainly to serve the growing needs of the business executives using its research and thought leadership capabilities to offer a diversified learning platforms including; conferences, seminars, open enrollment workshops, in company programs and trainings, and business publications.



We're striving to...

- make a real difference to Egypt's economic performance
- make Egyptian companies successful on the world stage
- deliver innovative, practical solutions to improve the business environment
- be an employer of choice for talented and committed people
- add value to others' work





We know that our customer is in the driving seat for his company, department or team, so...

- we are not just transferring knowledge, but we also stretch the minds and expand the perceptions
- we are not offering a canned readymade trainings, we equip you with the skills needed to anticipate the challenges and overcome them
- we develop the leaders skills by encouraging the minds to blend the business theories with the real business challenges
- we work with facilitators who are not usual trainers but coaches who help you think and find the solution for yourself. our facilitators educate supervise and give you the advice and feedback
- we design learning environments that encourage you to drive your learning experience, not just setting in the back seat and watch





- **Executive Programs and Seminars:**  
Academic programs improve and enhance the skills of executives, updating their knowledge in relevant areas and functions of management. The contents of these programs are developed in conjunction with recognized world-class universities and academics in NEXUS Training Solutions network of alliances.
- **Management Congress, Forums and Summits:**  
Large conferences/summits deliver cutting-edge tools and concepts to equip the executives and senior managers to deal with the demanding needs of today's business environment. It addresses current issues and best practices in managing modern business world, with the participation of leading international thinkers and thought leaders in different management disciplines.
- **In-Company Programs and Workshops:**  
Bespoke training and development programs for organizational and individual skills that focus on the specific needs of the company. They are taught by experts in each of the topics covered.







Events Planned and Managed by NEXUS founders



- **Event Theme:** Leadership Roadmap
- **Speaker/s:** Brian Tracy
- **Sponsors:** Shuaa, The Employer, Virgin Megastores, The Coca Cola company, Mirqah, Lucid Training
- **No. of Participants:** 175





- **Event Theme:** Strategy Execution
- **Speaker/s:** Ram Charan
- **Sponsors:** Jaguar, Oman Economic Review, Alalam Alyoum, Virgin Megastores, The Employer, Amcham, EJB, CanCham
- **No. of Participants:** 200





- **Event Theme:** Human Resources 2.0
- **Speaker/s:** Dave Ulrich
- **Sponsors:** Virgin Megastores, EHRMA, CanCham, HCCA, BEBA, New Horizons, The Dailynews Egypt
- **No. of Participants:** 175



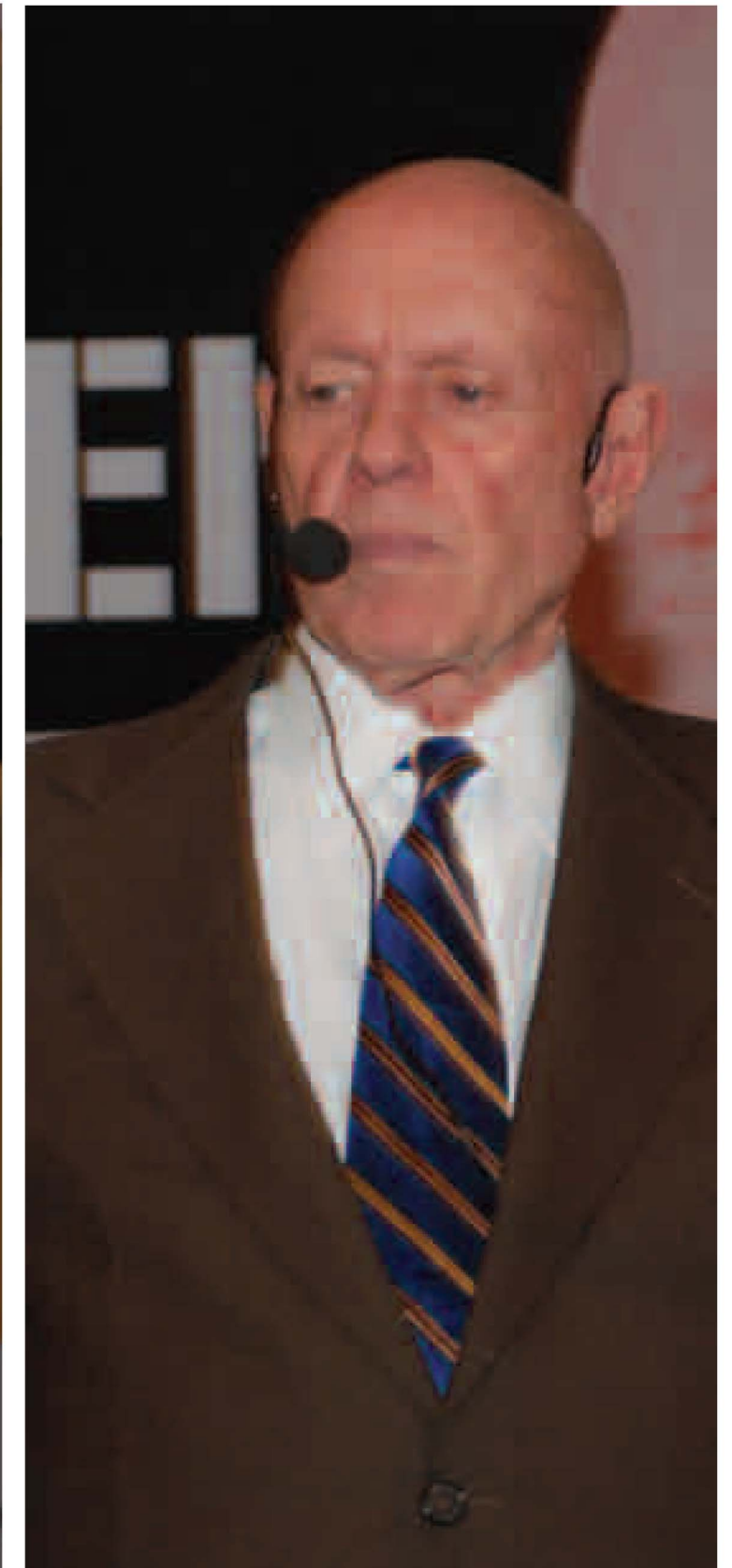
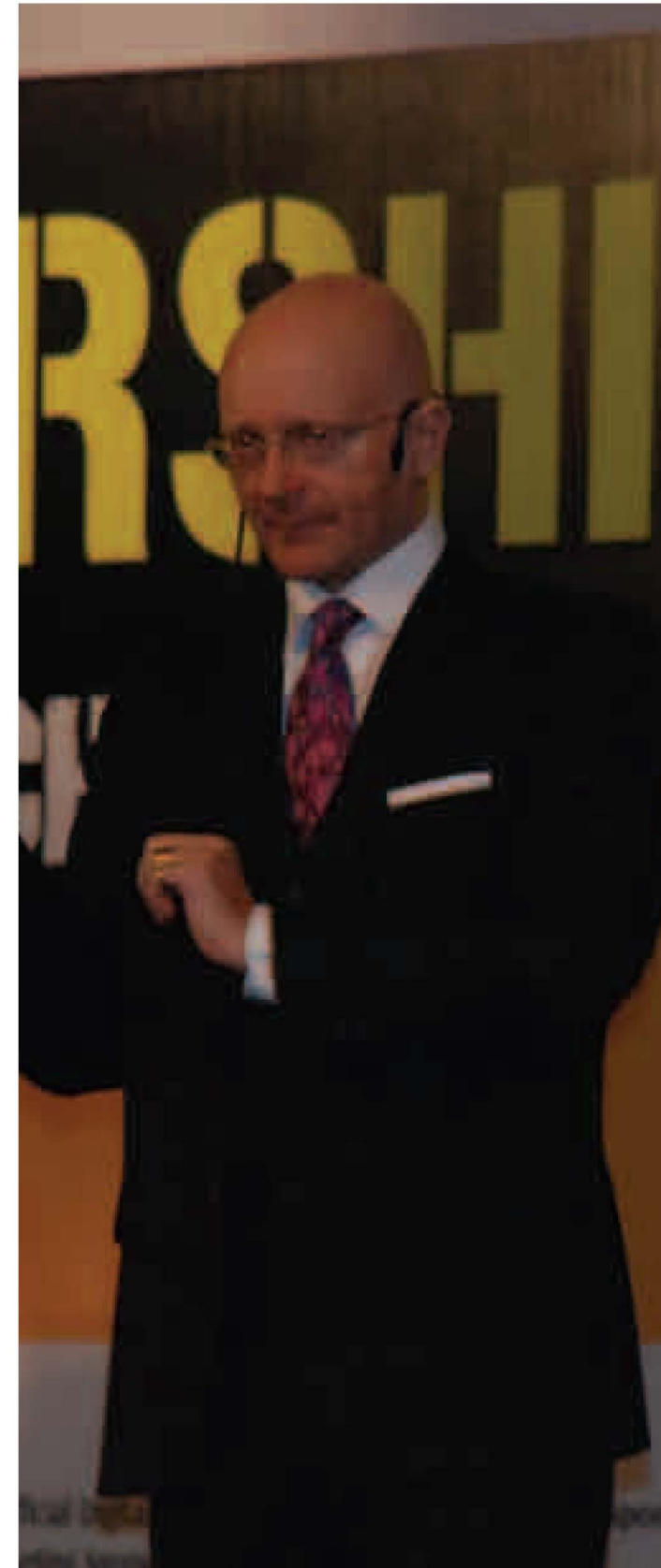


- **Event Theme:** What is Next in Marketing
- **Speaker/s:** Philip Kotler
- **Sponsors:** Etisalat, BMW, Yahoo-maktoob, AMIC, Brilliance, Sarmady, The Daily News, Nielsen, DHL, AmCham, CanCham, Virgin Megastores, adidas, Levis, Nestle
- **No. of Participants:** 1500



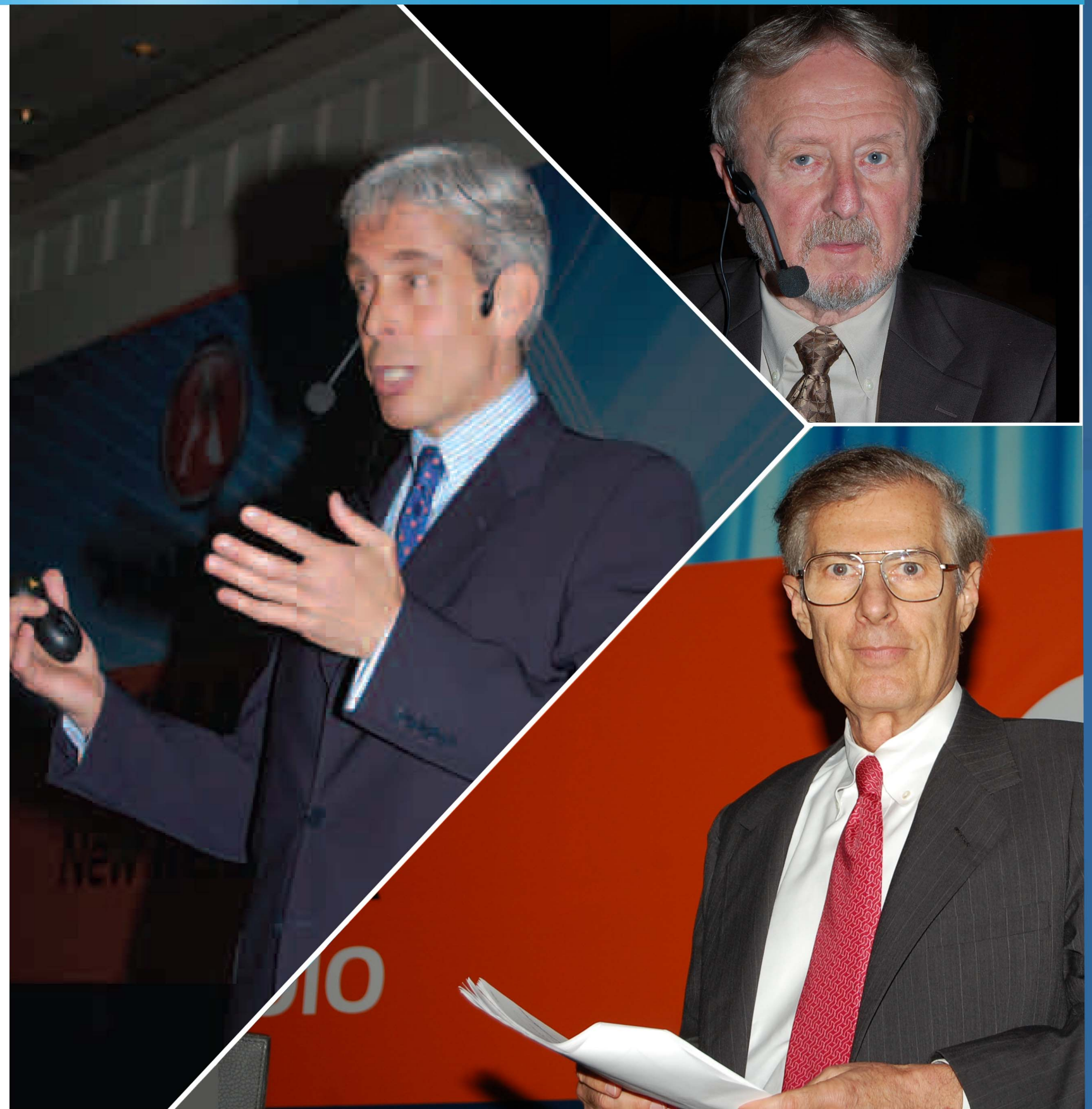


- **Event Theme:** Leadership Boot Camp
- **Speaker/s:** Stephen Covey, Jonas Ridderstrale, Andrew Grant, Bob Nelson
- **Sponsors:** Etisalat, Sarmady, DHL, AmCham, Can-Cham, Virgin Megastores, Thomas Cook, Solutions, Nestle, Almal Newspaper, Mirqah Learning, Diwan Bookstores, I C Group, The Employer Magazine.
- **No. of Participants:** 1500





- **Event Theme:** Human Resources 2.0.2
- **Speaker/s:** Gary Dessler, Jac Fitz-enz, John Riker
- **Sponsors:** DHL, EHRMA, SHRM Cairo, CanCham, Capacity Builder, Zad Group, Solutions for Training and Consultancy, New Horizons, I C Group, BUPA
- **No. of Participants:** 350







- **Event Theme:** Next Generation Strategy
- **Speaker/s:** Michael Porter, Costas Markides, Roger Martin, Jeroen De Flander
- **Sponsors:** Etisalat, EMAAR, Yahoo-Maktoob, Virgin Megastores, EGYPT AIR, AXON, Portland Design, Logic Consulting, EMC2, Almal Newspaper, Mirqah Learning, Diwan Bookstores, I C Group, The Employer Magazine.
- **No. of Participants:** 600















nexus  
TRAINING SOLUTIONS



iforum



**TONY BUZAN**

**LESS THINKING,  
MORE CREATIVITY**

**1st OF APRIL**

**CALL: 01154394874/01154394875**

Official Educational Partner



Leading Sponsor



Media Partner



Media Partner



Media Partner



Official PR and Marketing Partner



Official Business Newspaper Sponsor



**World  
Business  
Forum**



**LIVE IN CAIRO VIA STREAMING ON OCTOBER 2, 3**

Jim Collins • Jack Welch • Barbara Corcoran • Michael Porter  
Robert Gates • Ursula Burns • Richard Branson • Fareed Zakaria  
Sherry Turkle • Lynda Gratton • Mark Thompson • Don Tapscott  
Marcus Buckingham • Mark King • Jez Frampton

Golden Sponsor



Official PR and Marketing Partner



Official Educational Partner



Official Supporting Business Association



Media Sponsor



Branding Sponsor



Official Business Newspaper Sponsor



ITR Supporting Sponsor



Official Broadcasting Sponsor



Brought to you by



**011 232 66 737 - 011 232 66 738**

**www.gotonexus.com**

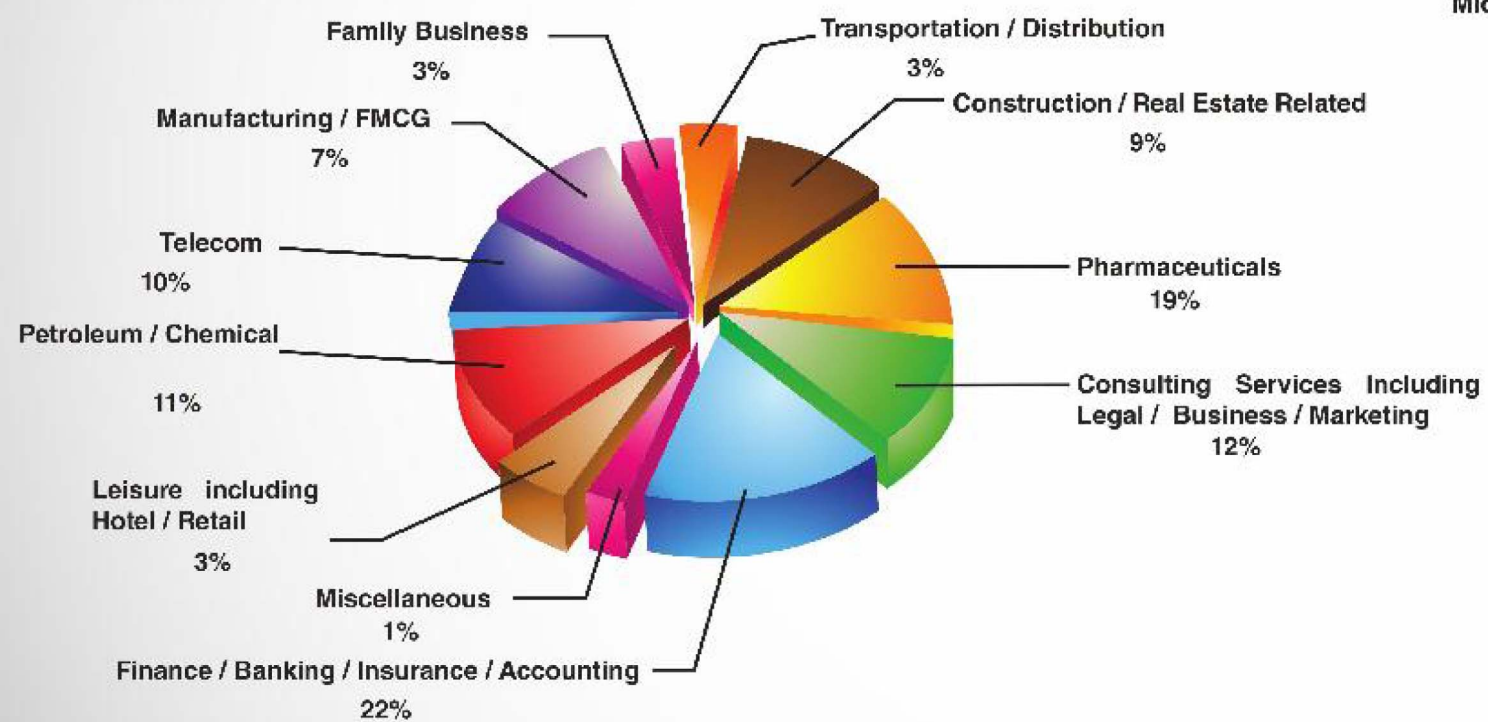


# *Sponsorship Samples*

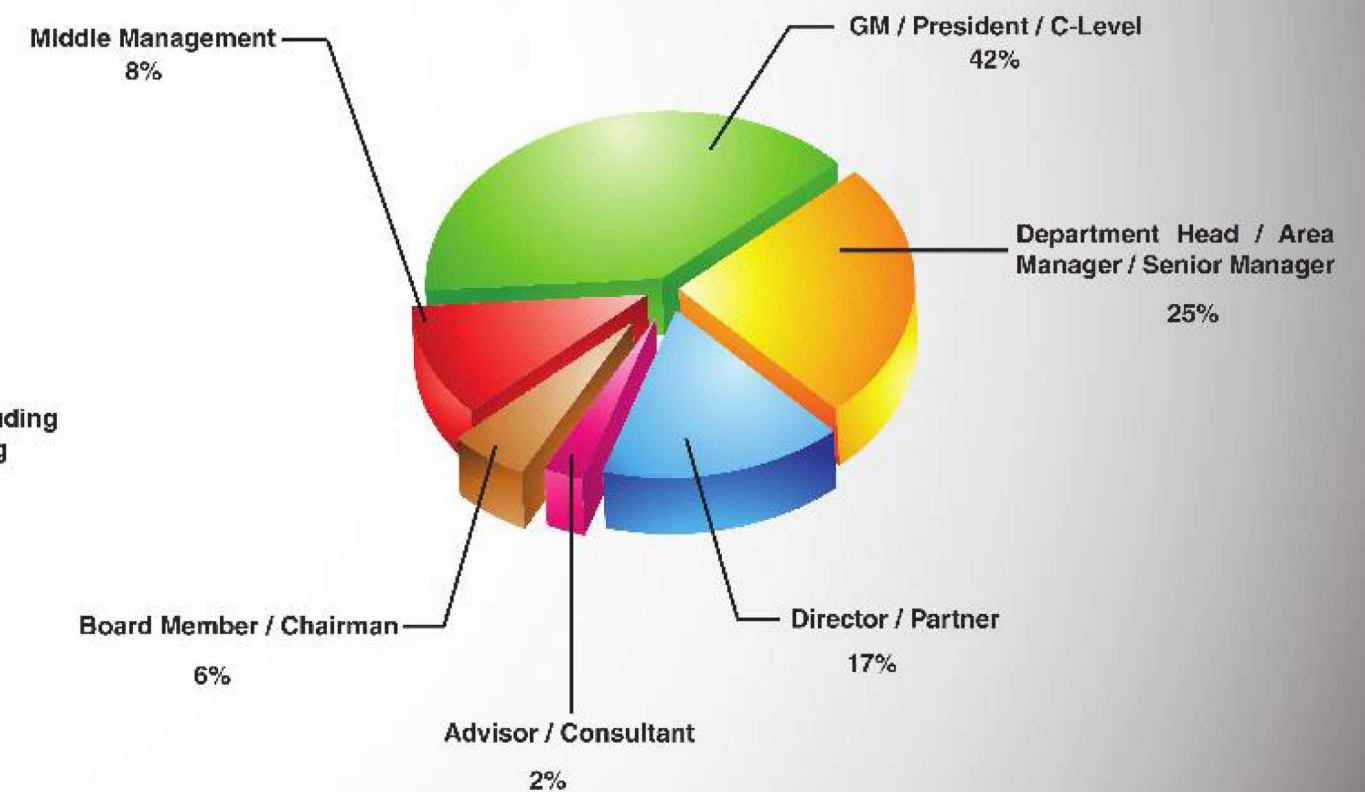


# iFORUM – AUDIENCE DEMOGRAPHICS

## Industries Presented



## Our Delegates Titles





## **Do you know which of your competitors have sponsored in the past?**

- Etisalat
- Nestle
- BMW
- Briliance
- American University in Cairo
- Sarmady
- Yahoo-Maktoob
- Jaguar
- Virgin
- Almasry Alyoum
- Almal Newspaper
- Alborsa Newspaper
- EMAAR
- Amcham
- French Chamber of Commerce
- BEBA
- EJB
- United Ofoq
- Hits
- Newhorizons
- Alalam Alyoum
- Oman Economic Review
- The Daily News Egypt
- DHL
- Adidas
- Timberland
- Amadeus
- BUPA
- Link Dev
- BDO-Esnad
- IC Group
- Smash Club
- ArkDev
- Bayt





**Address:** 11 Abdelaziz Talat Harb St. off Mohamed  
Almakrify St., 6th District, Nasr City, Cairo, Egypt

**Mob:** +2015 232 66 737/8

**URL:** [www.gotonexus.com](http://www.gotonexus.com)